

## **Historic, Archive Document**

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# ASTER

Giants of  
California



The Horticultural Trade Journal of London, England, quotes the following on Giants of California: "Bodger's California Strain of Asters is ideal for growers of cut flowers; the flowers measure up to 6 inches across packed with broad petals and may be grown with stems 30 inches long. It is truly an aristocrat amongst Asters, vying with well known chrysanthemums in size of flower and length of stem. Mixture includes peach blossom, light blue, purple, deep rose and white. Pkt. 25c; trade packet, 50c.

EMMA V. WHITE CO. FLOWER SEEDS  
MINNEAPOLIS MINN.

1931

Vegetable Seed Trials

## NOTICE

General List of flower seed and index with references to every variety of flower seed listed in this catalogue will be found on page 23.

When ordering send the names of five friends who have flower gardens and get free collection. SEE BACK OF ORDER SHEET.

*Dear Friends:*

*In sending you my catalogue for 1931 I sincerely hope that you will find within its pages some suggestions which may prove helpful towards making your new year's garden even more beautiful than it has ever been before. It has always been my earnest desire to bring to you each year new and better varieties of true tested seeds and this year more than ever before I have introduced new novelties which I think will please you.*

*Due to the remarkable efforts of plant breeders, new and better varieties of flowers are being produced each year. The improvements most noticeable are in the newer and wider range of colors, the exceptional size of bloom and outstanding beauty attained, particularly in Asters, Zinnias, Snapdragons, Petunias, Sweet Peas and Larkspurs. There are many other varieties also which have made great advances. I do not claim to be one of the biggest seed houses in the business, but do point to my record extending over forty years as conclusive proof that mine is one of the best. I venture to say that few houses have as large a list of customers who have stayed customers for Twenty-five years or more. If personal service and care in the matter of your garden means anything I know I will have your order. If you have never purchased seeds from me, I solicit a trial order for your next garden. To my old customers and friends I wish to thank you once more for your patronage which has made my success possible.*

*Yours for better flowers,*

**EMMA V. WHITE.**

*Minneapolis, Minn.  
Nov. 1, 1930.*

## IMPORTANT

**ORDER SHEET** with simple instructions for ordering on page 31. **HOW TO GROW FLOWERS** is clearly described in my booklet "Culture of Flowers from Seed," which is free with every order of Fifty Cents or more.

**HELPFUL HINTS** on what to plant in shady places, for beds, for house plants, etc., will be found on page 4.

Should anything in this catalogue fail to grow or in any way prove unsatisfactory I will replace it for you free of charge.

**ALL PRICES INCLUDE POSTAGE**

My dear Miss White:

I have been using seeds from your company for over 30 years and still find them the most satisfactory I can buy.

MRS. H. B. DeCAN, 617 Jefferson Ave., St. Maries, Ida.

I am nearly 84 and have raised flowers ever since I was five and have never seen your seeds excelled.

MRS. MARIA E. HAWKINS, Highlands, N. C.

EMMA V. WHITE'S  
**NOVELTIES FOR 1931**

The Seven Varieties Listed Below Are Offered This Season for the First Time. They Represent the Utmost of Perfection in Each of Their Respective Classifications.

It is with a feeling of pride that we offer you seven varieties of flowers that are introduced this year for the first time and upon their merits and those of our specialties Asters and Zinnias we solicit your patronage. The modern preference in baskets and floral pieces is given to delicate shades of pink, salmon, cerise, and enchanting blends of tangerine red, canary yellow, golden yellow, burnt orange, etc., and no other flower affords greater variety in these wanted shades than the Zinnia with its ever growing popularity. We list in the following few pages the finest Zinnias obtainable and with the introduction this season of the Early Wonder type flowers are available within 45 days from seed. Order liberally from the Zinnia section.

**ZINNIA—EARLY WONDER.** A remarkable new strain of dwarf early flowering Zinnias offered this year for the first time. When in full bloom the plants stand between 12 and 15 inches high. The stems start from the ground, have no laterals and few leaves so that planted as a mass is very effective for bedding. Flowers are borne on long stems making it useful for cutting. EARLY WONDER is a FIERY SALMON-CERISE PINK, a most desirable shade. We believe that this will become one of the most popular varieties of Zinnias. Be the first one in your town or city to have the Early Wonder Zinnia.

PKT. 20c

**LARKSPUR—CARMINE KING.** This is the first of the DEEP CARMINE ROSE shades in the new upright type of Larkspurs. It comes fully true to type and color which we consider most extraordinary in pink larkspurs and it is just the right tone of carmine to make it very showy. The flowers are a great improvement over the older types in size and color. I received many favorable comments on this in my trial gardens.

PKT. 20c

**ASTERS—CALIFORNIA SUNSHINE.** The new sunshine Asters are truly a beautiful type. The blooms are especially artistic, the outer petals being long and narrow, whereas the center petals are tubular in shape. Stems measure two to two and one-half feet making this variety excellent for cutting. The flowers themselves are very dainty. We offer California Sunshine in a mixture including Flesh, Pink, Carmine, Lavender and Violet at a price which should make this new novelty very attractive.

PKT. 15c; TRADE PACKET 25c

EMMA V. WHITE'S  
**NOVELTIES FOR 1931**

**CARNATION—ENFANT DE NICE.**

A French hybrid strain unquestionably the best carnation grown from seed. The magnificent flowers sometimes 2 to 3 inches in diameter, are borne on sturdy stems. While the flower is immense in size the calyx does not split which makes this mixture one of the finest for outside grown carnations.

PKT. 15c



*Carnation—Enfant De Nice*  
 (Half Size)

**ZINNIA—CROWN O' GOLD.**

Crown O' Gold derives its name and distinction from the fact that each petal of the flower is overlaid with a deep golden yellow at the base while carrying out the individual flower color at the tip. The effect is a very pleasing two-tone color harmony especially lovely under artificial light. The mixture which we present comprises a full color range including OLD ROSE, CREAM, YELLOW, CARMINE and BURNISHED RED, the latter a new shade in Zinnias. While not entirely fixed as a type Crown O' Gold may be classed as a dahlia flowered as it has the type and size of flower, height and general robustness of this popular strain. Even an illustration in color could not give an adequate idea of its iridescent effect. To those who are ever seeking the best in introduction we can truly say that Crown O' Gold is one of the most beautiful and most outstanding novelties we have ever brought out.

TRIAL PACKET 25c; LARGE TRADE PACKET 50c

**ICELAND POPPY EL MONTE.** This is a DEEP TANGERINE ORANGE with flowers twice the ordinary size of Iceland Poppies. It comes true to color, is extremely easy to grow and can be produced in six months from seed. This variety has never before been offered in this country, being a selection from some giant hybrids sent to us by an Australian plant breeder. This will add greatly to the novelty of your new year's garden.

PACKET 15c

**PETUNIA "THEODOSIA"** (Translation "Gift of God.") Color a bright pink, limb heavily ruffled and fluted, wide open golden throat delicately penciled with black or brown. Produces a large flower and is an "all purpose" Petunia for bedding, boxes, pots and decorations. Seed which we offer is that of the originator who refers to "Theodosia" as the most beautiful petunia he has ever originated. We can highly recommend it.

PACKET 25c; LARGE TRADE PACKET 50c

**ANCHUSA.** Cape Forget-Me-Not. A rare annual of great beauty. Grows two feet high. It will thrive in a shady out of the way place where scarcely anything else will grow. Resembles a large beautiful forget-me-not of deep blue color. Blooms all summer.

PACKET 10c

**INCARVILLEA VARIABILIS.** This new perennial introduced by us two years ago has won deserved popularity. Produces a good showing of attractive trumpet shaped flowers the entire summer. Colors range from yellow and white to deep pink with many new shades of pink in the mixture. A valuable addition to any garden.

PACKET 10c

**PLANT NEW NOVELTIES**

Surprise your friends and neighbors by planting the new 1931 varieties. Be the first in your locality to have ZINNIA CROWN O' GOLD and LARKSPUR CARMINE KING.

# NOVELTIES FOR 1931

**ASTER—AURORA.** This aster is an innovation and quite different from any others we have ever offered. The center of the flower is bright yellow with an outer circle of delicate blue, forming a very striking contrast. Flowers come quite true to color and are of medium size while plants are of robust growth averaging two feet in height.

PACKET 15c; TRADE PACKET 35c

**ASTER—PEERLESS YELLOW.** We have been working for several years to obtain a good yellow aster and have at last developed one that is extremely good. It can be described as of American branching habit, height about two feet, flowers of good size and form, petals slightly incurved but with no trace of quills as in the earlier forms of yellow asters. The color is a deep yellow when first opened and fades slightly as it ages.

PACKET 20c; TRADE PACKET 35c

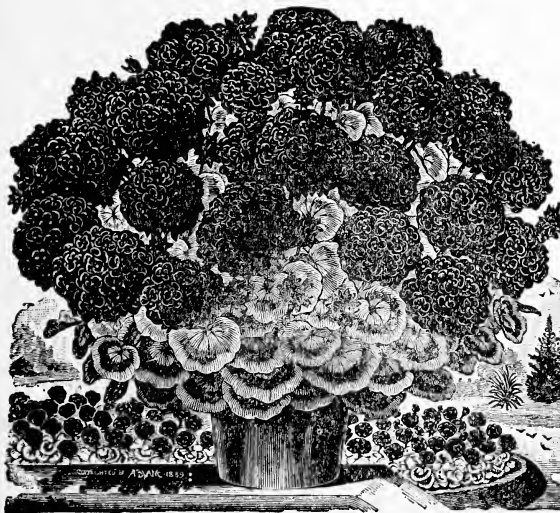
**ASTER—EVERLASTING ROSE.** Five years ago we introduced the Everlasting Flesh Aster which when cut and dried retained its color and shape. The past season we found a similar mutation in rose which adds another shade to this odd or fancy type of Aster. For a winter bouquet in your home be sure and plant Everlasting Rose.

PACKET 15c

## ZINNIA—Supreme Trial Ground Strains Mixed.

All lovers of Zinnias and in fact all lovers of flowers should have this mixture. This contains all of the largest flowering types principally Dahlia flowered and Giant Mammoth and contains many colors not existing in ordinary strains and comes from the many thousands of pedigreed lines grown for the production of new and desirable colors and varieties, by the largest growers of Zinnias in the world. You will find many new shades in this mixture and we feel particularly fortunate in offering it. To the best of our knowledge this mixture cannot be obtained from any other seed house.

PACKET 15c; TRADE PACKET 30c



Geranium

## Geraniums

Easily grown as a pot plant or for setting outdoors in beds. No better varieties than New California and Lady Washington. Ask for Culture of Flowers when you order.

### Lady Washington

Has dainty flowers in Rose, Blue or White and graceful green foliage. 1 foot. Pkt., 20c.

### New California Geranium

This mixture contains a splendid strain and new and interesting varieties can often be obtained in growing Geraniums from seeds. Pkt., 10c.

## Helpful Hints!

**FLOWERS FOR THE HOUSE**—See Page 22.

**BEDS AND BORDERS**—Alyssum, Ageratum, Phlox, Portulaca, Verbena, Asters, Calendula, Calif. Poppies, Centaurea, Gaillardia, Marigold, Mignonette, Snapdragon, Statice, Strawflowers, Sweet Pea, Zinnia.

**FOR EARLY BLOOMING**—Ageratum, California Poppies, Larkspur, Pansies, Petunia, Phlox, Poppies, Sweet Alyssum, Sweet Pea.

**FOR FALL BLOOMING**—Celosia, Cosmos, Asters, Scabiosa, Salvia, Stocks, Verbena.

**FOR FRAGRANCE**—Abronia, Candytuft, Carnation, Heliotrope, Mignonette, Alyssum, Sweet Peas, Sweet Sultan.

**FOR PARTLY SHADY PLACES**—Anchusa, Achillea, Asperula, Balsam, Cyclamen, Forget-me-not, Foxglove, Mimulus, Primula, Valeriana, Vinca.

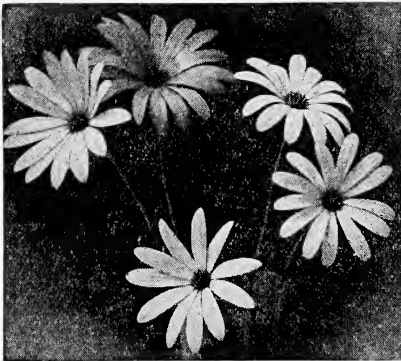
**WHITE**—Asters, Baby's Breath, Feverfew, Mignonette, Moonflower, Phlox, Poppies, Zinnia.

**PINK AND ROSE**—Aster, California Poppies, Celosia, Cosmos, Larkspur, Moonflower, Nasturtiums, Petunias, Pinks, Scabiosa, Snapdragon, Stocks, Strawflowers, Sweet Peas, Verbena, Zinnia.

**RED SHADES**—Asters, California Poppy, Candytuft, Cardinal Climber, Celosia, Cosmos, Chinese Pinks, Mignonette, Nasturtiums, Pansy, Poppies, Phlox, Salvia, Scabiosa, Snapdragon, Scarlet Runner, Sweet Peas, Verbena, Zinnia.

**BLUE AND PURPLE**—Ageratum, Asters, Blue Lace Flower, Bachelor Buttons, Hyacinth Bean, Forget-me-not, Larkspur, Lobelia, Pansy, Petunia, Scabiosa, Statice, Sweet Peas, Verbena.

**YELLOW AND ORANGE**—Bartonia, Calendula, California Poppy, Calliopsis, Canary Bird, African Daisy, Feverfew, Gaillardia, Marigold, Nasturtiums, Pansy, Snapdragon, Strawflower, Tagetes, Zinnia.



*African Daisy*

## New African Daisy Hybrids

Plants are low growing covered with flowers in shades of yellow, deep orange and salmon. Excellent for planting in beds and borders and easily grown from seed.

Do best in a dry sunny position and attain a height of from 10 to 12 inches. PKT., 5c.

## Premiums

For many years it has been my custom to give as a premium one five or six cent package of flower seeds with every twenty-five cents of your order. I will continue to offer the same premium for 1931 and in addition am glad to make the following attractive offer:

### WHEN ORDER AMOUNTS TO \$2.00

consisting of 12 bulbs, full blooming size and including almost every known color. Value 50c.

One dozen Rainbow collection of Gladioli

### WHEN ORDER AMOUNTS TO \$3.00

Darwin Tulips consisting of best varieties and guaranteed to contain at least 6 different colors. Value \$1.00.

One dozen Exhibition collection of

### WHEN ORDER AMOUNTS TO \$5.00

One dozen each of the above. We pay the postage. Gladioli sent in May; Tulips in September. Please ask for the premiums on order.



# Emma V. White's

## ASTERS

For many years we have specialized in the better varieties of asters and have prided ourselves on the reputation which we have built up for quality aster seeds that is the envy of seedsmen and florists. This year we have increased our list of varieties to include the finest kinds that money can buy. There are few if any flowers that make a better show than this popular garden annual. You should make several sowings of the early, mid season and later varieties so as to have continuity of bloom. Ask for our culture of flowers when you order.

(Include "Giants of California" in your order. See front cover)

EMMA V. WHITE CO'S.

### CHRYSANTHEMUM FLOWERED ASTER

Without question, this is one of the finest and grandest Asters ever produced. The flowers of this beautiful variety, which may be cut with stalks from 1½ to 2 feet in length, measure up to 8 inches across, being densely double, and greatly resembling a large-flowering chrysanthemum. It is unequalled as a cut flower and wholly effective for tall beds and groups. Seed is grown for us on contract in Germany by one of the foremost growers of that country.

COLORS: DEEP PURPLE, LIGHT BLUE, ROSE, PEACH BLOSSOM, WHITE, MIXED.  
EACH, PER PACKET, 25c; 2 FOR 40c

### EXHIBITION ASTERS

These are the finest strains which we have been able to grow in California. Immense blooms—good for cutting—good keeper.

#### EXHIBITION DARK BLUE AND PURPLE ASTERS

A mixture including these shades in the Comet, Crego, Invincible, Queen of the Market and Semple's and Royal and Upright classes. 7 sorts. PKT. 10c.

#### EXHIBITION DEEP PINK AND ROSE ASTERS

A mixture of these shades in the following classes: Comet, Crego, Crimson Giant, Invincible, King, Royal, Upright and Semple's; also Lady Roosevelt; 9 sorts. PKT. 10c.

#### EXHIBITION LAVENDER ASTERS

A mixture including lavender shades in the Comet, Crego, Invincible, Queen of the Market, Royal and Semple's classes; also Vick's Lavender Gem; 7 sorts. PKT. 10c.

#### EXHIBITION LIGHT PINK ASTERS

A mixture of light pink, including all the light pink shades listed under Comet, Crego, Daybreak, Invincible, Peerless Pink, Rochester, Queen of the Market, Upright and Semple's classes; 9 sorts. PKT. 10c.

#### EXHIBITION WHITE ASTERS

A mixture including Comet, Crego, Invincible, Rochester, Purity, Queen of the Market, Upright and Semple's; 8 sorts. PKT. 10c.

#### EXHIBITION MIXED

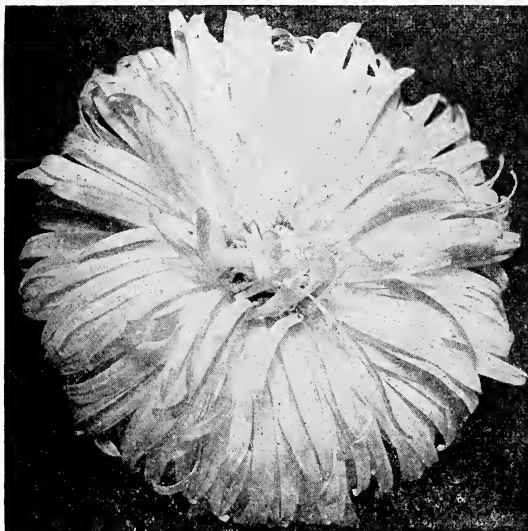
This is a special mixture which we make ourselves, including large-flowering varieties only, in an attractive range of colors, especially designed for those who are growing for exhibition or commercial purposes, and we do not hesitate to class it with the best on the market. PKT., 75 SEEDS, 8c; ¼ OZ., 40c; ¼ OZ. OF ANY VARIETY EXHIBITION ASTERS, 40c.

## EMMA V. WHITE'S American Beauty Asters

Similar in type and growth to the Late Branching Asters, large, full flowers with incurve petals and stout stems from 15 to 24 inches in length and longer flowering than any other aster. Should be planted early to give it a longer season of growth and it will continue blooming until killed by the frost. Especially desirable for cut flowers and recommended for florists' use.

ROSE, PKT., 10c; LAVENDER, PKT., 15c; PURPLE, PKT., 10c; SEPTEMBER PINK, PKT., 15c; ¼ OZ., \$1.00. WHITE OR MIXED, PKT., 10c

COLLECTION NO. 903—One packet each, five colors American Beauty Aster, 40c.



*American Beauty*

### PEERLESS ASTERS

Said by experts to be the best shell-pink of its type. It is a cross between the pink Crego and late-branching shell-pink, but is more closely related to the latter class in form, color and season of flowering. They bear immense flowers, 4 and 5 inches across, of a beautiful rose or shell-pink color. PKT., 60 SEEDS, 8c; ¼ OZ., 40c.

### HEART OF FRANCE ASTER

Claimed to be the best red aster ever introduced. Opens red and retains its remarkable beauty to the very end. Plants large and robust, branching type, long stems with few laterals. Flowers large and full, with never a trace of hollow center. Mid-season. PKT., 15c; ¼ OZ., 75c.

### IMPROVED EARLY WONDER

These are the earliest blooming of the Asters, commencing to bloom the last of June. Flowers are large, full and well formed and the plants are of upright habit of the Comet type.

ROSE, LIGHT BLUE, LAVENDER, WHITE, DARK BLUE, MIXED, PER PACKET, 8c.

### ENCHANTRESS ASTERS

A splendid Aster. The plants are upright in habit, bearing immensely large flowers on long, strong stems. The color is soft pink, like that of the popular Pink Enchantress Carnation. The blooming period is an advantage, too, as they come between the mid-season and the late-blooming sorts. PKT., 75 SEEDS, 8c; ¼ OZ., 60c.

### BALL'S WHITE FLOWER

is a sphere of pure white petals, borne on a long, stout stem, a mid-season variety. PKT., 15c; ¼ OZ., 50c.

### GIANT CREGO ASTER

Pronounced by many the best Comet, or Strich Plumbe strain. The blossoms measure 4 to 5 inches, their graceful Chrysanthemum effect being heightened by the much twisted petals. PKT., 100 SEEDS, 5c; ¼ OZ., 40c. LAVENDER, PURPLE, WHITE, ROSE, MIXED.

## COMPLETE ASTER GARDEN

Collection No. 333

1 Pkt. Aster Queen of Market .....	Cat. value 5c
1 Pkt. Aster American Beauty .....	Cat. value 10c
1 Pkt. Aster Early Wonder .....	Cat. value 8c
1 Pkt. Aster Ball's White .....	Cat. value 15c
1 Pkt. Aster Heart of France .....	Cat. value 15c

**TOTAL** ..... 53c

Collection of Five Full Sized Packets sent for 30c. Regular value 53c.

# Queen of the Market Asters

If you want asters at the earliest possible date, this should be in your purchase. It comes from 2 to 4 weeks earlier than any other sort and is besides a handsome flower. PKT., 100 SEEDS, 5c; 3 PKTS., 12c; ¼ OZ., 40c.

CRIMSON, BLUE, ROSE, LAVENDER, MIXED, PINK, PURPLE, WHITE.



*White Perfection Aster*

## ASTERS

Giants of California  
See Front Cover

### VICK'S CARDINAL

A dark red aster, splendid for bedding, making a brilliant show from early August till the close of the season. Used in a mass they are as handsome as a bed of geraniums. PKT., 50 SEEDS, 8c; ¼ OZ., 40c.

### WHITE PERFECTION

In form it is like the Upright Branching, the plants being tall, with abundant flowers of exquisite shape and very double, the centers strongly whorled, and with long, strong stems, splendid for cutting. PKT., 50 SEEDS, 8c; ¼ OZ., 40c.

### SENSATION ASTER

This is the best brilliant red Aster that can be had. PKT., 8c; ¼ OZ., 50c.

## GIANT COMET ASTERS

A splendid new type of the Ostrich Plume Aster, with large Chrysanthemum-like flowers. PKT., 50 SEEDS, 5c; ¼ OZ., 50c.

LAVENDER, PURPLE, WHITE, ROSE, CRIMSON, MIXED.

### IMPERIAL DAYBREAK

Blossoms are very double and compact and have always been a favorite with florists, both because of their medium early-flowering period and for their own peculiar beauty. PKT., 75 SEEDS, 8c; ¼ OZ., 45c.

PURITY, DAYBREAK (Pure White), PINK DAYBREAK, LAVENDER DAYBREAK, SALMON PINK DAYBREAK, MIXED, ALL COLORS.

### PEONY FLOWERED

One of the handsomest sorts, with very double, ball-like flowers, resembling a Peony or some of the new Chrysanthemums. PKT., 100 SEEDS, 5c; ¼ OZ., 30c.

### LADY ROOSEVELT ASTER

This is an exceedingly mammoth Aster and is a rampant grower, producing immense flowers, 5 to 6 inches in diameter. The long, broad petals are curled, giving an appearance of a graceful chrysanthemum. Color of a deep rose-pink. PKT., 75 SEEDS, 8c; ¼ OZ., 35c.

### CRIMSON GIANT

Dark blood crimson, of remarkable perfection of form and appearance, the flowers frequently measuring 5 inches across. PKT., 75 SEEDS, 5c; ¼ OZ., 50c.

## GREATEST VALUE IN ASTERS

Collection No. 334

1 Pkt. Giants of California	Catalog value 25c
1 Pkt. New California Sunshine	Catalog value 15c
1 Pkt. New Aster Aurora	Catalog value 15c
1 Pkt. New Peerless Yellow	Catalog value 20c
1 Pkt. New Everlasting Rose	Catalog value 15c
1 Pkt. Emma V. White's Exhibition	Catalog value 10c

TOTAL CATALOG VALUE .....\$1.00

SIX FULL SIZED PACKETS—\$1.00 Value for 60c

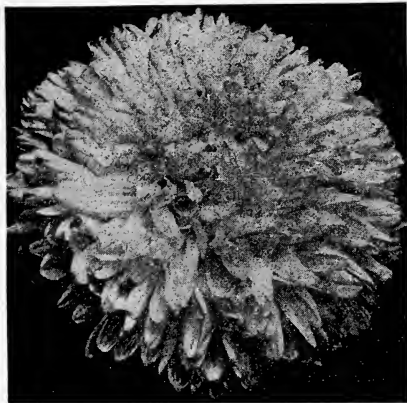
This collection must be ordered with an Order

## American Branching Asters

This magnificent aster, an improved strain of Semple's branching, produces large double flowers borne on long, stiff stems and prized by florists for cut flowers. Excellent bedder. Use with Queen of the Market and Comet types and have a succession of beautiful asters from mid-summer to first frost. PKT., 150 SEEDS, 8c; 3 FOR 20c; ¼ OZ., 50c. (Late variety.)

WHITE, ROSE, CRIMSON, PINK, PURPLE, LAVENDER, MIXED.

COLLECTION NO. 906—One packet each of above separate colors, 40c.



*American Branching Aster*

### KING ASTERS, QUILL TYPE

A distinct class, the long, narrow petals having somewhat the appearance of being quilled. PKT., FINEST MIXED, 75 SEEDS, 5c; ¼ OZ., 30c.

### VICK'S LAVENDER GEM

The best Lavender Aster. Comet form and excelling all other Lavender Asters in its delicate shade. PKT., 50 SEEDS, 8c; ¼ OZ., 40c.

April 4, 1929.

Dear Miss White:

Have been buying Aster seed from you for years. My Asters are wonderfully beautiful and admired by all who see them.

Mrs. Harley Hoopes,  
Fairfield, Ia.



We Have Found Fernola to Be the Ideal Plant Food  
LUXURIANT BLOOMS — VIGOROUS GROWTH  
HEALTHY COLOR

PRICE: Trial Pkg., 13c, postpaid; 2 for 25c, postpaid. Large pkg., 75c, postpaid.

# Emma V. White's

## EXHIBITION ZINNIAS

Zinnias are among the most popular annuals on the market today. Being suitable for florists use, home gardens and decorations, their easy culture and long blooming season make them a profitable garden investment. During the last 10 years many varied forms and exquisite colors have properly brought this grand class of flowers into the international prominence which they deserve. We list below and on the next page the Dahlia Flowered Type which received the Gold Medal of Merit from the Royal Horticultural Society in London and which set a new fashion in Zinnias, and others of our latest novelties as well as some of the more satisfactory of the earlier introductions. See also pages 1, 2 and 3.

### IMPROVED RED RIDING HOOD

Profuse bloomer of the dwarf small flowering type about 18 inches high, and is literally covered with blooms about 1 inch in diameter all summer. May be planted in clusters to give mass of RED display. Very robust and good for cutting. Very effective for table use in black bowl. Received many favorable comments on display in our own gardens this summer. Try some this year and you will use it every year.

GENEROUS PKG., 10c;  $\frac{1}{8}$  OZ., 35c

### NEW CREEPING ZINNIA

Grows to be only 6 inches high. A mass of yellow blossoms with black centers. Very effective. Blooms until frost. Use for borders, rock gardens and around pools. PKT. 10c; 3 FOR 25c.

### CURLED AND CRESTED

The flowers are large, the petals being twisted and curved into most graceful forms. Mixture of all colors characteristic of the Zinnia. PKT., 5c;  $\frac{1}{8}$  OZ., 20c.

### GIANT VICTORY

An improved strain and includes many new varieties. PKT. 15c.

### GOLDEN PHEASANT

A variety of large Zinnias having flowers of a deep orange with maroon tips. PKT., 15c;  $\frac{1}{8}$  OZ., 50c.

### ZINNIAS TO USE FOR BORDERS

RED RIDING HOOD, NEW CREEPING, MEXICAN, LILIPUT

## A ZINNIA COLLECTION YOU'LL ENJOY

Collection No. 335

1 Pkt. Red Riding Hood Zinnia	Catalog value	10c
1 Pkt. Giant Picotee Zinnia	Catalog value	15c
1 Pkt. Giant Dahlia Flo. Zinnia	Catalog value	20c
1 Pkt. Double Giant Buttercup	Catalog value	15c

TOTAL CATALOG VALUE ..... 60c

FOUR FULL SIZED PACKETS (Catalog Value 60c)—Only 35c

Offer only good if accompanied by order for other seeds from this catalogue.

## Giant Dahlia Flowered Zinnia



The very robust plants, growing from 3 to 4 feet high, produce an abundance of 4- to 5-inch flowers resembling Dahlias of the decorative type. They are borne on strong stalks clear of the foliage, making them very desirable for garden decoration as well as for cut flowers.

**BUTTERCUP**—An immense deep creamy yellow.

**DREAM**—A fine deep lavender turning to purple. A new fine color.

**EXQUISITE**—By far the most pleasing color in our collection. Color light rose with dark rose center.

**ORIOLE**—Mammoth blooms of deep orange and gold bicolor.

**METEOR**—A rich glowing red. The darkest of all the red shades.

**POLAR BEAR**—The best white yet seen in Zinnias.

**MIXED**—The above and other varieties mixed.

PER PKT., 20c; ONE PKT. OF EACH OF SIX VARIETIES FOR \$1.00.

# New Mammoth Zinnia

## GIANTS

A showy strain of Giant Zinnias, unsurpassed where somewhat tall, gaudy effects are desired. With proper conditions the flowers are of gigantic size and perfect form, in the most brilliant and best Zinnia colors. Should be 18 to 24 inches apart. Height 2½ to 3 feet. PKT., 30 SEEDS, 10c; ¼ OZ., 20c.

BURNT ORANGE. Bronze art shades, for which there is now quite a rage.

BRIGHT SCARLET.

JACQUEMINOT. A dark velvety geranium red, rivaling the Geranium for bedding.

PINK. Salmon-rose and flesh-pink.

SNOWBALL. A very double white.

YELLOW. Lovely canary and other yellows.

BLACK PRINCE. Maroon.

IMPROVED HALF DWARF MIXED. Mixed or separate colors. PKT., 5c.

COLLECTION. One full packet each of seven colors, 55c.

## Zinnia, Double Giant, Buttercup

This is a great improvement on any yellow of the giant class, being of a rich buttercup shade of yellow, and holds its color until the flowers commence to fade, when it changes to a deep cream color. PKT., 15c; ¼ OZ., 30c.

## Mexican Zinnia

Very artistic for cutting and highly effective as an edging plant. 1 foot. PKT., 50 SEEDS, 5c; ¼ OZ., 25c.

## Liliput Zinnia

Finest mixed double. 12 inches. The plants form handsome little bushes; flowers very double, about the size of an English Daisy. PKT. 5c.

## SALVIA BONFIRE

Symmetrical bushy plants from 2 to 2½ feet high with sometimes as many as 200 flowers to a plant. Best variety for bedding and really needs no introduction. PKT. 10c.

# Phlox—Drummondii Improved

Two new colors of this old garden favorite. Will bloom profusely and uniformly. Makes one of the most satisfactory of all summer flowering annuals.

PRIMROSE—PER PACKET, 15c; 2 PACKETS FOR 25c.

VIOLET—PER PACKET, 15c; 2 FOR 25c.

## PHLOX, SALMON PINK

Very effective in a mass by itself, or with white. PKT., 5c.

## PHLOX—SPECIAL MIXED

All New and Old Varieties in Fine Mixture. Pkt., 5c; ¼ oz., 40c.

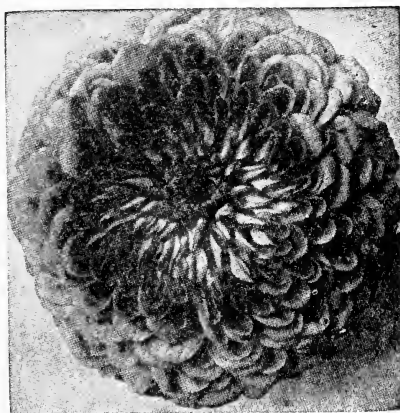
## ZINNIA, SPECIAL MIXED

A splendid mixture of all the large flowering varieties listed, including the Dahlia Flowered, Picotee, Buttercup and Quilled. PKT., 8c; 2 FOR 15c; ¼ OZ., 20c.

For other Zinnias, see pages 1, 2

## GIANT PICOTEE ZINNIA

A remarkable new and distinct class with beautiful double flowers in shades of orange, flesh, lemon, pink and cerise, each petal being distinctly tipped with various shades of dark, resembling the Picotee Carnations—most attractive and pleasing. All colors mixed. PKT., 15 SEEDS, 15c.



Giant Zinnia

## PHLOX, SCARLET

Almost as handsome for bedding as Geraniums. PKT., 5c.

## PHLOX, WHITE PERFECTION

Pretty for the cemetery or design work. 5c.

## PHLOX

STAR. A very pretty annual phlox with blossoms resembling a many pointed star and with an array of colors that make it a very dainty flower for any garden. PKT., 10c; ¼ OZ., 30c.

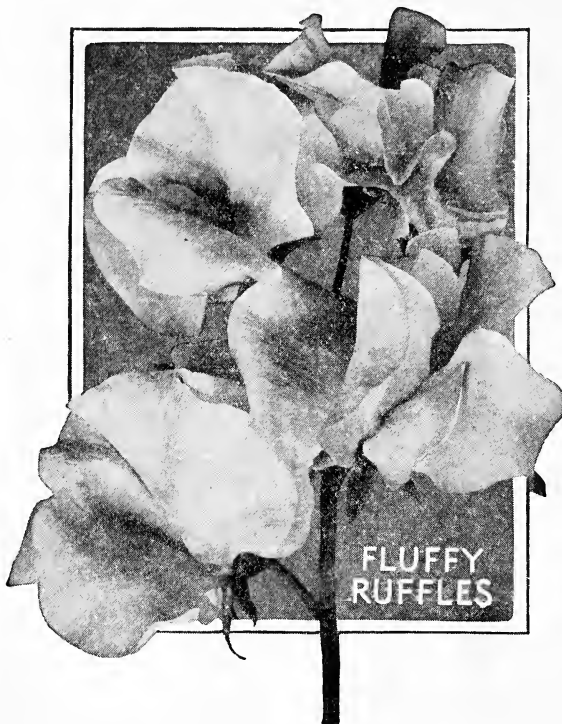
## DWARF PHLOX

The plants grow quite compact, the blossoms forming a floral crown for each little plant which will last for weeks. Splendid for edging and ribbon bedding. PKT., 100 SEEDS, 6c; ¼ OZ., 45c.

DWARF PHLOX, RED. Blood red.

DWARF PHLOX, WHITE. Pure white.

MIXED. PKT., 5c; ¼ OZ., 40c.



## Sweet Peas

### Fluffy Ruffles

A LOVELY RICH ROSE PINK, a gleam of soft salmon, and a bright creamy undertone blend into a harmonious cream pink shade of exquisite beauty. Fluffy Ruffles is a great big flower, vigorous and free blooming — blooms are duplexed and frilled. It exhibits a most consistent doubling and ruffling of the petals. Twelve sprays make a more massive bunch than 18 sprays of the ordinary Sweet Pea. It is truly a flower of superb texture and sweet fragrance. Every lover of sweet peas should have "Fluffy Ruffles." Packet, 20c; ½-oz., 50c; 1 oz., 75c.

*Price Per Pkt. on Following Sweet Peas*  
Is 10c

- BARBARA.** Salmon pink, blooms of exquisite texture. ½ oz., 20c; oz., 30c.  
**ELEGANCE.** Blush lilac, suffused with delicate pink. ½ oz., 20c; oz., 30c.  
**EMPIRE.** A lovely clear cerise pink. ½ oz., 25c; oz., 40c.  
**FIERY CROSS.** Intense orange scarlet. Most beautiful. ½ oz., 25c; oz., 45c.  
**FORDHOOK ORANGE.** Bright orange blooms. ½ oz., 25c; oz., 40c.  
**GEORGE HERBERT.** A rich rosy carmine. ½ oz., 20c; oz., 35c.  
**GRENADIER.** Bright geranium red flowers. Very rare. ½ oz., 30c; oz., 50c.  
**KING EDWARD.** Deep rich crimson. An old standby. ½ oz., 25c; oz., 40c.  
**KING WHITE.** The best pure white. ½ oz., 20c; oz., 35c.  
**MARGARET ATLEE IMPROVED.** Rose pink on cream ground. ½ oz., 25c.  
**POWERSCOURT.** A pure lavender. Mammoth flowers. ½ oz., 25c; oz., 40c.  
**ROYAL PURPLE.** An excellent variety. Rich purple. ½ oz., 25c; oz., 40c.  
**SUPREME.** One of the best clear pinks. Soft and delicate. ½ oz., 25c; oz., 40c.  
**SCARLET GLOW.** Rich glowing scarlet red. ½ oz., 20c; oz., 35c.  
**WARRIOR.** A rich reddish maroon. ½ oz., 20c; oz., 35c.  
**WEDGEWOOD.** Lovely self blue. Makes wonderful display. ½ oz., 20c; oz., 35c.  
**GIANT SPENCER SWEET PEAS MIXED.** An excellent mixture, including many of the above. Good variety of color. The best mixture we have to offer. Pkt., 10c; ½ oz., 20c; oz., 35c.

### GRANDIFLORA VARIETIES MIXED

Contains many good colors. Mixed. Packet 5c; oz., 15c; ¼ lb., 45c



## Emma V. White's Pansies

Pansies in addition to being profuse bloomers are easily grown from seed. For best results start the seed indoors early in March or outdoors as early as the ground can be prepared. If sown during August and September the plants will bloom very early the following spring. We have listed only the finest varieties.

### Emma V. White Co's. NEW SUPERB MAMMOTH BLOTCHED GIANT PANSIES

By far the most beautiful, most striking Pansy we have ever offered. The plants are of very robust growth with exceptionally vigorous foliage. Produces five-spotted flowers of enormous size on long, graceful stalks. Individual petals are exceedingly broad and cover each other in a manner which makes the flowers appear double. The border of nearly every petal is undulated and curled, making an appearance entirely new to the pansy family.

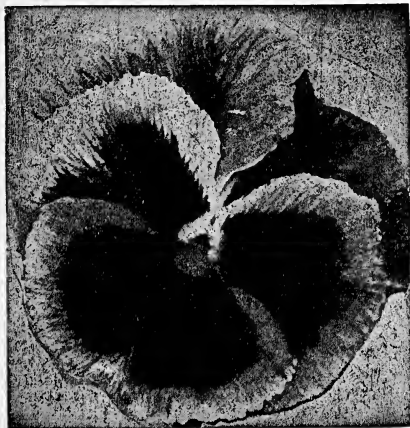
Most noticeable of all in this wonderful strain is the brilliancy and richness of color. Mixture contains many different colors including some entirely new shades of red and brown. Our quantity of seed is limited, so would advise early selection. Order some of these seeds this year and your Pansy Garden will be the talk of the town.

TRIAL PKT., 25c; LARGE TRADE PKT., 40c; ¼ OZ., \$2.00

Last year I sent to you for Pansy seed and when they came I believe every seed came up and such Pansies. I had some 3 in. across and 9½ in. stems. They were the most beautiful I ever raised and I have had my pansy bed for thirty years.

L. B. 433.  
April 21.

MRS. W. A. GRAHAM,  
Williamsburg,  
Pa.



*Giant Pansy*

### DANISH BEAUTIES

Remarkably beautiful new strain of Pansies in mixture, composed of rich self-colors and large flowers with curled petals. A bed of this class creates a peculiarly bright and light appearance. PKT., 100 SEEDS, 10c; TRADE PKT., 50c; ¼ OZ., \$1.60.

COLLECTION NO. 113. One packet each of Giant Exhibit, Mammoth Blotched and Danish Beauty Pansies, 38c.

### BEDDING PANSIES

(Introduced in 1917). This handsome class of pansies is noted for its graceful compact habit, its extreme abundance of flowers and its very large duration of flowers. For bedding, edgings, etc., this grand novelty cannot be strongly enough recommended. PER PACKET, 10c; 3 PACKETS, 25c.

### FINEST MIXED PANSIES

A splendid mixture, including all the best bedding varieties, together with numberless other shades and combinations, a rare mixture. PKT., 100 SEEDS, 5c; TRADE PKT. (1,000 SEEDS), FOR 30c; ¼ OZ., \$1.00.

### SWEET SCENTED PANSIES

Viola Cornuta or Tufted Pansy. The latest fad in parks and gardens. They are a cross between the pansy and the violet, and have the delightful perfume of the latter with blossoms more like the pansy, only much smaller. Plant them in masses and they will cover the beds with sheets of bloom throughout the season. Mixed. PKT., 100 SEEDS, 6c; ¼ OZ., 45c.

### GIANT PANSIES

KING OF THE BLACKS. New, nearly all jet black, very beautiful.

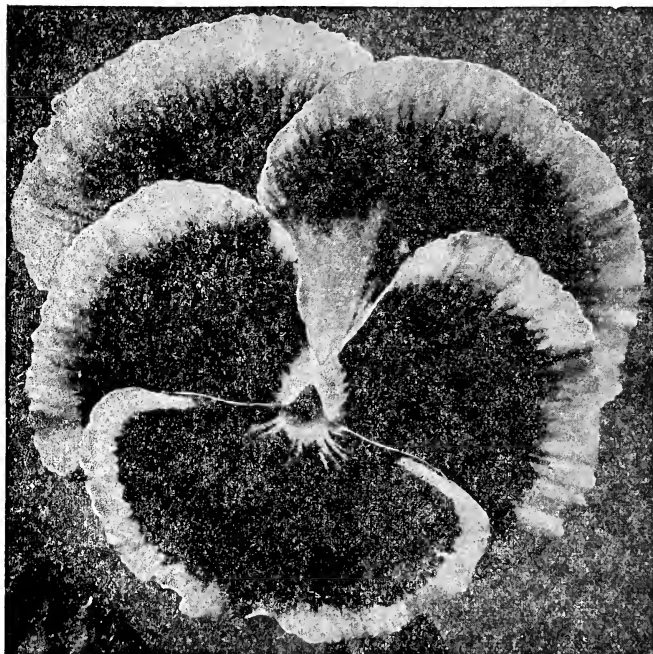
MAHOGANY COLORED. True mahogany, very impressive variety.

PRINCE BISMARCK. The color of this beautiful pansy is gold-bronze-marbled. Choice German seed imported especially for us.

VIOLET BLUE. A charming new color, very rare. Price of the above varieties, PER PACKET, 100 SEEDS, 10c; 3 PACKETS, 25c.

# Most Wonderful Pansy of All Time!

## HENRI METTE'S Triumph of the Giants



PANSY  
HENRI METTE'S  
TRIUMPH OF THE  
GIANTS

(Original Strain)

Unquestionably the grandest pansy ever produced. The plants distinguish themselves by their robust growth and form compact bushes with strikingly large, healthy looking foliage. The imposing five spotted flowers are of enormous size, original structure and unusual substance. The individual petals are exceedingly broad and cover each other in such a manner as to make the flowers appear almost double. The border of most every petal is conspicuously undulated and curled which grants the flowers a striking and very peculiar appearance entirely new to this class of plant. The beauty, brilliancy and richness of color being most striking; also very rare and new tones of red and

brown are met with in these flowers. MIXED, PER PACKET., 25c; LARGE TRADE PACKET, 50c.

### PANSY, FIRE KING

One of the finest pansies produced in recent years. Color a fiery red. Vigorous growth and produces a flower of rare merit. PACKET 15c.

For every 25c of your order select one packet (five or six cent packet) as a premium. Read premium Offer Page 4.

### EXHIBITION PANSIES

Especially selected. We are offering this season, in this carefully selected strain from only the largest and most perfect flowers, the best Pansy strain we have ever sold. It includes our attractive frilled Masterpiece, the many unusual shades of Madam Perret, or Red Pansies, and all our other charming named varieties of the Giant-flowering sorts, and is unexcelled in size, variety and beauty of bloom.

PKT., 100 SEEDS, 12c; TRADE PKT., (about 1,000 seeds), 75c; ¼ OZ., \$2.25; OZ., \$8.00.

March 19, 1930.

Dear Miss White:

The Petunia and Phlox seed we bought from you last year were wonderful as were in fact all the flowers. We bought our seeds from you for years and always have good success.

Respectfully,

Misses Agnes and Amelia Simon,

Mar. 7, 1930.

Northfield, Minn.

## California Giant Petunia

It is marvelous to note the progress which has been made by expert plant breeders in the development of the old fashioned small flowered Petunia, which was grown by our grandparents many years ago. The large flowered California Giants and the Balcony Type are perhaps the most valuable of this variety of flowers. They bloom almost continuously all summer long and while the seed is somewhat expensive you will be well repaid by planting liberally.

### GIANTS OF CALIFORNIA DOUBLE MIXED

Our Double California Petunias cannot be surpassed in beauty, size, form or color. Selection in crossing every flower is made with the greatest care and thought. It would be impossible to describe at length the many varieties in form and color—pink, snowy white, violet, lavender, mauve, crimson, plain and shaded with variations in all these shades. Many of the flowers measure 5 inches across; none less than three. They are fluted, frilled, ruffled and pinked. The combinations of color are exceedingly strange and beautiful. Our seed will produce a good percentage of double flowers. PACKET, 25c; 250 SEEDS, \$1.00.

### GIANTS OF CALIFORNIA SINGLE MIXED

This strain bears gigantic flowers often 5 or more inches in diameter. They embrace every conceivable shade of crimson—pink, lavender, yellow, black, pure white, etc. One of the chief points of excellence is the deep throat and diversity of veining in the throat. Many of the flowers have a clear yellow throat while others have a pure velvety black, one so deep that it seems to show no veining; many are deeply lined and netted on a white, pink, or lavender ground. Flowers are beautifully ruffled and frilled. Mixed colors, PKT., 100 SEEDS, 20c; 500 SEEDS, 80c.



**PETUNIA  
FLUFFY  
RUFFLES**

### NEW DWARF CALIFORNIA GIANTS

Introduced as a novelty in 1929, this variety has proven itself the best strain of giant petunias for pot culture. Also very good for window boxes. We do not hesitate in recommending it and in saying that it is the most compact giant petunia with the largest and best formed flowers of any variety in existence. It is an exceptional strain. PACKET 25c.

### FLUFFY RUFFLES

A superb strain of single petunias, the most deeply ruffled and fluted of all. Exceedingly delicate and graceful. Mixed. 100 SEEDS 20c; 500 SEEDS, 80c.

**FREE**  
**ONE DOZEN TULIPS**  
With \$3.00 Order  
(See page 4)

*THEODOSIA—See Page 2.*

## PETUNIA COLLECTION

- |  |                     |
|--|---------------------|
| 1 Pkt. Giants of California Double ..... | Catalogue price 25c |
| 1 Pkt. Giants of California Single ..... | Catalogue price 20c |
| 1 pkt. Fluffy Ruffles .....              | Catalogue price 20c |
| 1 Pkt. THEODOSIA, New (see page 2) ..... | Catalogue price 25c |

**SPECIAL OFFER:** The above Four Packets (value 90c)—65c

This collection contains the choicest varieties of Petunias that it is possible to obtain at any price.

# Balcony and Bedding Petunias

## BEDDING PETUNIA

**LILIPUT MIXED.** Dwarf compact plants with richly colored starred and mottled flowers. PKT., 10c; 1-16 OZ., 25c.

**ROSY MORN.** Splendid for bedding, potting or edging, covered with delicate rose pink flowers. A very popular variety. PKT., 10c; 1-16 OZ., 25c.

**SNOWBALL.** Dwarf plants with white flowers. PKT., 10c; 1-16 OZ., 25c.

**VIOLACIA.** Bedding strain of the Balcony Queen. Plants and blooms smaller. A rich violet purple. PKT., 10c; 1-16 OZ., 30c.

**BLOTCHED AND STRIPED.** Beautifully striped and mottled, and exceptionally fine for baskets, vases and for massing. PKT., 10c; 1-16 OZ., 25c.

## BALCONY TYPE

**BALCONY QUEEN.** Large flowering or Grandiflora, rich dark velvety purple, one of the best plants for window boxes or group planting. Use white flowers with the Balcony Queen for best effect in window box. PKT., 25c; 500 SEEDS, 90c.

## SPECIAL MIXED

Best Mixture of All Single Types.  
Very Fine. Pkt., 10c; 1-16 oz., 30c

*"THEODOSIA"*—A new Petunia on page 2

# Two Perennial Scabiosas

## PERENNIAL SCABIOSA CAUCASICA PERFECTA

This is a very handsome perennial forming dense, spreading plants 2 to 3 feet tall. The flowers are 3 to 4 inches across of a beautiful lilac-blue shading to a deep blue and are borne on stalks 1½ to 2 feet long. Grows in any good garden soil and produces flowers from early summer to frost. PER PKT., 15c; 2 FOR 25c.

## SCABIOSA COLUMBARIA

This is the South African form of the European Scabiosa. It can be briefly described as a hardy low growing perennial with fine light green foliage, some of the flowers measuring from two to two and one-half inches across with short compact petals, borne on long, slender, but strong stems. Valuable as a florist's cut flower. We offer this in two favorite colors—pink and lavender.

We consider Columbaria a valuable addition to the perennial list and urge you to try at least one package of each color. We have brought the price down within reach of all. PKT., 15c.



Double Poppies

## POPPY

**DOUBLE VARIETIES.** PKT., 500 SEEDS, 5c;

ANY THREE PKTS., 12c; ¼ OZ., 15c.

**DOUBLE SCARLET.** Brilliant red.

**WHITE SWAN.** Pure, white, fringed edges.

**DOUBLE MIXED.** Splendid mixture of strains of Peony-flowered, Carnation-flowered, and almost every variety of double poppy grown.

**SINGLE POPPY.** Splendid mixture, including the best sorts. PKT., 5c; ¼ OZ., 10c.

**SHIRLEY POPPY.** Often called Silk or Ghost Poppy because of the sheeny lustre of the rich colors. No better mixture of poppies than these. PKT., 5c; 1-18 oz., 15c.

**AMERICAN LEGION.** A dazzling orange scarlet borne on long stout stems, single type. PKT., 10c; ¼ OZ., 60c.

**SPECIAL MIXED.** Single and Double varieties. PKT., 4c; 1-18 OZ., 10c.

**COLLECTION OF POPPIES.** One full packet of 5 different mixed kinds. Includes the single, double Shirley, Iceland and Oriental kinds. 5 PKTS., 20c.

See Oriental Poppy—Page 28

**"HIT OR MISS"**—A pleasing collection of seeds left over from last year. Most of them will germinate. LARGE PKT., 5c; OZ., 10c.

## Everlasting or Straw Flowers

Grow these for winter bouquets and for garden decoration. They will bloom freely all summer with hardly any care and can be cut and dried for winter. We have some new and better varieties this year.



*Helichrysum*

Everlasting flowers, when wanted for winter bouquets, should be picked before fully open, and hung head downward to dry. PKT., 5c; ANY 3 PKTS., 12c;  $\frac{1}{4}$  OZ., 15c.

**ACROCLINIUM ROSEUM.** One of the most beautiful Everlastings. Flowers are double, a delicate rose pink with golden center. PKT., 75 SEEDS.

**GLOBE AMARANTH.** The plants bear great quantities of clover-like blossoms. Attractive in bud and flower. Mixed. PKT., 75 SEEDS.

**HELICHRYSUM MONSTROSUM.** Straw Flower. The blossoms are large and extra double in many shades of yellow and scarlet, about as showy as Asters. Mixed. PKT., 150 SEEDS.

**RHODANTHE.** Flowers are deep blood red, rose and yellow shades, with dark eyes. Mixed. PKT., 125 SEEDS.

**STATICE LATIFOLIA,** or Sea Lavender. Large clusters of delicate pale lavender flowers, splendid for garnishing a bouquet.

## STOCKS

### MAMMOTH EARLY BRANCHING NICE

This improved variety is now quite generally recognized as the most valuable of all stocks for cutting purposes and the most popular for general use. If sown early they come into flower as early as dwarf 10 week varieties; the flowers are larger and the branching habit renders them invaluable. We list below the choicest of the varieties, at 10c per packet:

*Lilac*  
*Belle of Naples, old rose*  
*All colors mixed*  
*Crimson King, brilliant crimson*  
*Almond Blossom, white tinted carmine*  
*Light Blue*

**DWARF EARLY STOCKS MIXED.** Large flowering, brilliant shades and among the earliest to bloom. PKT., 75 SEEDS.

**DRESDEN PERPETUAL** (Cut, and Come Again). Rose. Best for cutting.

PKT., 5c; 1-16 OZ., 35c

WHEN SENDING YOUR ORDER GIVE US THE NAMES OF FIVE FRIENDS WHO HAVE FLOWER GARDENS AND RECEIVE COLLECTION OF FIVE FREE PACKETS FLOWER SEEDS.

## Scabiosa (Mourning Bride)



*Scabiosa*

### ANNUAL LARKSPURS

**LA FRANCE.** Without question, the culmination of beauty in the stock-flowered larkspurs. A pleasing salmon-pink of vigorous growth. Large, well-formed double flowers, well placed on long stems presents a beautiful appearance which has won it instant recognition from the most severe critic. Your garden will not be complete without this striking annual. Pkt., 15c.

**DOUBLE STOCK FLOWERED TALL "EXQUISITE."** The color of this charming new Larkspur is a beautiful soft pink and will be highly prized by seedsmen who cater to the florists' trade. Pkt., 10c;  $\frac{1}{4}$  OZ., 65c; OZ., \$2.40.

**IMPERIAL MIXED.** Choice improved strain made up from special varieties. Height, 2 feet. Pkt., 5c;  $\frac{1}{4}$  OZ., 15c.

See also *Larkspur Carmine King*, p. 1

## IMPROVED BACHELOR BUTTON (CENTAUREA CYANUS)

The Bachelor Button is one of the most popular annual summer flowers. It is easily grown from seed and it usually reseed itself year after year. You must try these because the flowers are large and double; a great improvement over the old-fashioned variety.

**DOUBLE MINIATA**—brick red; **DOUBLE ALBA**—white; **DOUBLE BLUE**; **DOUBLE PINK**.  
PER PKT., 10c; PKT. EACH OF FOUR VARIETIES, 29c.

An easily grown and showy annual which develops to perfection in a sunny situation. Within recent years these Scabiosas have been greatly improved in size and blooming habit.

Our own special mixture of named varieties, the very best I can offer. Valuable for cutting and for exhibition purposes.  $2\frac{1}{2}$  feet.

PKT., 60 SEEDS, 5c;  $\frac{1}{4}$  OZ., 15c.

SEPARATE COLORS: LILAC, ROSE, SCARLET, PURPLE, YELLOW, WHITE, AZURE FAIRY, FLESH AND MIXED.

COLLECTION NO. 111. 8 FULL PACKETS, 30c

## MAMMOTH VERBENAS

This glorious new type is bound to become popular because it represents a decided improvement. Their gorgeous colors are brought out by the tremendous flower heads which adorn the plants until frost.

PKT., 100 SEEDS, 5c; ANY 6 PKTS., 35c;  
 $\frac{1}{8}$  OZ., 25c

**AURICULA-FLOWERED.** Large flowers with distinct white eyes in the center of each floret. PINK. Fine pink shades.

**ITALIAN STRIPED.** Various colors striped on white ground.

**PURPLE.** Deep rich purple.

**SCARLET DEFIANCE.** Beautiful scarlet.

**WHITE.** Pure white, extra large.

**FORDHOOK MAMMOTH MIXED.** A splendid mixture with exceptionally large flower trusses, including all our named varieties, also best strains of several prominent growers. As fine as any of the highest-priced mixtures.

## VERBENA (Mammoth)

**LUCIFER.** We can recommend this as one of the most brilliant scarlet Verbenas we have ever seen and the display of the variety in the Minneapolis parks the past summer was wonderful. It is an improvement over the Defiance, which in itself is an excellent variety, and it has no eye, thus making it a brilliant splotch of red. Pkt., 10c;  $\frac{1}{4}$  OZ., 75c; OZ., \$2.75.

For Your Home—Grow Pot Plants

See Page 22

## Three Unusual Annuals—Try Them!

### SCHIZANTHUS (Butterfly Flower)

It is a quick germinating annual and is soon in bloom after planting. Its flowers are airy and of the lighter shades of pinks, yellows and lavenders. It is good for border work, and in front of tall flowers. Make good pot plants from seed if sown in the fall. PKT., 10c; ¼ OZ., 15c.

### MIMULUS (Monkey Flower)

Showy, profuse, flowering plants, with Gloxinia-like blossoms, fine for winter garden, or for moist, shady positions. A mixture of Tigrinus, or true Monkey Flower, and Musk Plant, noted for its fragrant foliage. PKT., 50 SEEDS, 5c; ¼ OZ., 24c.

### ALYSSUM (Carpet of Snow)

A new dwarf Alyssum, growing only 2 or 3 inches high, and flowering so profusely as to make a perfect carpet of white throughout the season. Splendid for pots and edgings. PKT., 300 SEEDS, 10c; ¼ OZ., 10c.

## PORTULACA OR MOSS ROSE

The Portulaca surpasses in brilliancy any other annual in cultivation. Plants are low growing and virtually creep along the ground covering the entire space with a mass of color. They thrive in almost any location and can stand the hottest summer weather. We offer only the improved strains.

### Two Garden Favorites

#### COSMOS

#### New Mammoth Flowering

Our grower says: "The blossoms, under ordinary field cultivation, average 4 to 5 inches across, surpassing in size any of the late varieties. From seed sown in the open ground, the 'white' blossoms in exactly 60 days, 'pink' in 65 days, 'crimson' in 70 days." PKT., 8c; 3 FOR 20c; ¼ OZ., 30c.

LADY LENOX. New varieties of gigantic size and beauty. Mixed. PKT., 5c; ¼ OZ., 25c.

LATE MAMMOTH FLOWERING. Regular strain. PKT., 5c; 3 FOR 12c; ¼ OZ., 25c.

WHITE, PINK, CRIMSON, MIXED.

#### CALENDULA

LEMON QUEEN. Beautiful sulphur-yellow. New and very fine. PKT., 6c.

BALL'S GOLD. Dark golden yellow. New last year. PKT., 8c.

SPECIAL MIXED. The above and other fine varieties mixed. PKT., 5c.

(See also page 26)

### Two Attractive Novelties

#### DIDISCUS

#### QUEEN ANNE'S BLUE LACE FLOWER

This dainty and pretty flower has in the past couple of years become very popular and is found in the florists' shops everywhere, but even so it is easily grown and every one can have some. It somewhat resembles the Scabiosa, but is of a very peculiar shade of blue, a shade that is quite the thing these days. It is an annual and blooms profusely from July to November or a heavy frost cuts it down. Its exquisite, lacy-like flowers make it wonderful for cutting. The plants grow to height of about eighteen inches and are literally covered with flowers most of the time. PKT., 10c; ¼ OZ., 50c; OZ., \$1.60.

#### CLARKIA

A pretty desirable annual with racemes of white or varying shades of red. Very popular in European gardens. 1 foot.

DOUBLE, PER PKT., 5c; ¼ OZ., 20c



*Cosmos*

### HAVE A GARDEN EVERY YEAR

It is not much trouble and it will give you both pleasure and recreation.

## Climbing Vines and Flowers



*Cardinal Climber*

### JAPANESE KUDZU VINE

(PUERARIA THUMBERGIANA)

This remarkable vine, often called "Jack-in-the-Beanstalk," will grow anywhere in the best or poorest soil. The growth is very rapid and it oftentimes reaches a height of 75 feet in one season. Fragrant purple flowers resembling a purple Wistaria. Invaluable for covering porches, etc. PKT., 15c; ¼ OZ., 45c; ½ OZ., 60c.

### MORNING GLORY

JAPANESE MORNING GLORY

The rich, velvety colorings of the common Morning Glory are intensified in these gorgeous varieties. Mixed. PKT., 50 SEEDS, 5c; ½ OZ., 10c.

### HYACINTH BEAN

Rapid climbers; ornamental in all stages, foliage, flower, and pod. PKT., 10 SEEDS, 5c; ANY 3 PKTS., 12c; OZ., 15c.

PRINCESS HELEN OR "DAYLIGHT." Long spikes of snowy white flowers, followed by equally snowy white pods.

PURPLE OR "DARKNESS." Both blossoms and pods are a glossy dark purple.

SCARLET. Blush, deepening to dark red.

MIXED. All the above mixed.

### CARDINAL CLIMBER

We feel that everyone who has a flower garden should have this favorite climber. The vine quickly reaches a height of 30 feet or more. The blossoms are about 1½ inches in diameter, in clusters of five to seven blooms each, and as the name indicates, are of a rich cardinal red. It likes sun and good soil, and develops to perfection in a sandy loam soil. If started in the open do not sow until warm weather as the seed will rot in cold, wet ground. File each seed, or slightly cut through the outer covering, soak in lukewarm water over night, and sow in a warm place. PKT., 10 SEEDS, 12c; ¼ OZ., 50c.

BOSTON IVY. Dark leaved creeping vine.

Very attractive for walls and rockeries. PKT., 8c; ¼ OZ., 15c.

### SCARLET RUNNER

Highly ornamental as well as useful, both in foliage and flower and as pretty a climber as many of its more aristocratic neighbors, and the beans are good for the table if one wishes. PKT., 12 SEEDS, 5c; OZ., 10c.

### WILD CUCUMBER VINE

Makes the most massive covering. It is an old friend with people in the country and it is undoubtedly the best climber for covering verandas, trellises, etc., never suffering from the heat, but retaining its fresh and lively green color throughout the whole summer, whether hot or cold, wet or dry, never infested with insects, and very profuse in bloom. It will sow itself and come up every year in the same place. PKT., 5c; ½ OZ., 20c.

## EXHIBITION VARIETIES

Many of our customers have won prizes and ribbons with our EXHIBITION ASTERS and EXHIBITION PANSIES. Exhibition Asters on Page 5; Exhibition Pansies, Page 14.



# Emma V. White's

## IMPROVED Snapdragons

Words fail to adequately describe the glorious colors found in the New Giant Snapdragons. Well-grown plants produce magnificent tall spikes, each closely set with beautiful well formed flowers. The Giants outclass anything yet seen in Snapdragons in color, size of bloom and rugged habit. Order liberally of these grand flowers.

**APPLE BLOSSOM.** Rosy pink, golden yellow lip.

**BUNCH OF LILAC.** Lilacy purple.

**GOLDEN QUEEN.** Deep yellow.

**PURPLE KING.** Deep glowing purple.

**CANARY BIRD.** Canary yellow with golden yellow center.

**CATTLEYA.** Rosy lilac.

**INDIAN SUMMER.** Velvety copper.

**RUBY.** Rich velvety red.

**SNOWFLAKE.** Pure white with yellow tube.

**WALLFLOWER.** Brownish orange, copper red.

ANY OF THE ABOVE: PKT., 15c; ¼ OZ., 65c

### MAJESTIC MIXTURE

A glorious mixture of the above and many other fine kinds. Among the other colors contained are old rose, maroon, purple, carmine, brownish orange, etc. Pkt. 15c; ¼ oz., 65c.

### OTHER SNAPDRAGONS

One of the finest bedding plants, being constantly in bloom throughout the summer. Should be started early. 1 to 1½ feet. PKT., 300 SEEDS, 5c; 1-16 OZ., 25c.

**COTTAGE MAID.** Pink, white throat.

**CRIMSON QUEEN.** Bright crimson.

**DEFIANCE.** Orange red.

**FAWN.** Terra cotta pink and pale yellow; extra fine.

**GOLDEN QUEEN.** Rich deep yellow.

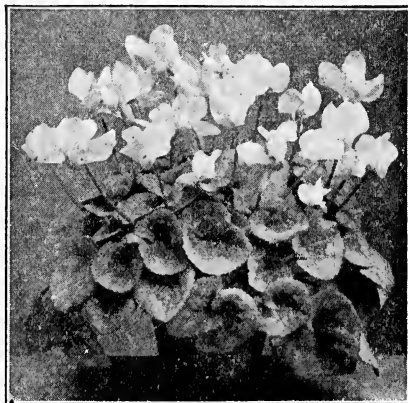
**QUEEN OF THE NORTH.** Pure white.

**FIREBRAND.** Rich deep red.

**COLLECTION NO. 115.** One full pkg. each of the above 7 sorts, 28c.

**MIXED TOM THUMB.** This class produces pretty little bushes about six inches high and are especially adapted for edging. PKT. 5c; 1-16 OZ., 25c.

**GIANT MIXED.** A splendid mixture of these old-fashioned favorites, including those named above and many other brilliant shades. PKT., 5c; 1-16 OZ., 15c.



*Cyclamen* (See next page)

# FOR YOUR HOME

## Grow These Pot Plants!

There is no more interesting diversion than growing these beautiful house plants from seed. In raising your own plants from seed the cost is so trifling that you should have flowering plants in every room in the house. The varieties listed below are easy to grow from seed. Simply ask for booklet, "Culture of Flowers from Seed," which is free with every order of fifty cents or more.



*Cineraria*

## CINERARIA

Beautiful greenhouse plant, easily grown from seed and excellent for a house plant. Our mixture is made from two extra choice exhibition strains and come in brilliant shades of crimson, violet, purple and variegated. PKT., 15c; 1,000 SEEDS, \$1.25.

## COLEUS

Our assortment includes the handsome crinkled and highly colored varieties in best combination of colors. PKT., 10c.

## PRIMULA

**MALACOIDES.** The Baby Primrose, with a profusion of lavender or white flowers, blooming in 4 or 5 months. PKT., 15c.

**OBCONICA.** Ever-blooming variety. Lilac tinted. PKT., 10c.

**PRIMROSE.** Hardy Primrose Mixed. A choice mixture, hardy except in extreme North. PKT., 10c.

**FRINGED GIANTS MIXED.** Splendid mixture of new fringed varieties. PKT., 10c.

## GLOXINIA

Popular greenhouse and conservatory plants with gorgeous bell shaped flowers and ornamental foliage. Many brilliant shades are found in this mixture of better varieties. MIXED, PKT., 15c; 1,000 SEEDS, \$1.50.

## GERANIUM

**LADY WASHINGTON.** Has dainty flowers in Rose, Blue or White and graceful green foliage. 1 foot. PKT., 20c.

**NEW CALIFORNIA GERANIUM.** This mixture contains a splendid strain and new and interesting varieties can often be obtained in growing Geraniums from seeds. PKT., 10c.

## ASPARAGUS

**ASPARAGUS SPRENGERII.** Very desirable for hanging baskets or other decorations. Long feathery sprays. Excellent for bouquets. PKT., 10c; 100 SEEDS, 45c.

**ASPARAGUS PLUMOSUS.** Very graceful and delicate. Will succeed anywhere. Good house plant. PKT., 10c; 100 SEEDS, 90c.

**ASPARAGUS MIXED.** 4 seeds of each, 8c.

**BEGONIA.** Newest and best varieties. Very fine for potting or bedding. PKT., 10c.

## CYCLAMEN

Charming window plants, with ornamental foliage and richly colored orchid-like flowers in pink, white and crimson shades. They are easy to raise from seed, scarcely a seed failing to germinate.

**CYCLAMEN GIGANTEUM.** A splendid large-flowering strain, mixed in all the Cyclamen colors. PKT., 12 SEEDS, 20c; 100 SEEDS, \$1.00.

**BUTTERFLY CYCLAMEN.** A new type of surpassing beauty in which the edges are deeply waved or crinkled. PKT., 10 SEEDS, 20c; 100 SEEDS, \$1.20.

**CRIMSON KING.** A brilliant and dazzling shade of crimson. PKT., 10 SEEDS, 20c; 100 SEEDS, \$1.20.

**PEARL OF ZEHLENDORF.** Splendid novelty with large salmon rose flowers. PKT., 10 SEEDS, 20c; 100 SEEDS, \$1.25.

**WHITE LADY.** Undoubtedly the most beautiful white now grown. For purity of colors, size and shape it cannot be equalled. PKT., 10 SEEDS, 20c; 100 SEEDS, \$1.20.

**LORELY.** A wonderful shade of dark lilac blue, something quite new. PKT., 10 SEEDS, 20c; 100 SEEDS, \$1.20.

## CALCEOLARIA

**GRANDIFLORA.** Gorgeous plant for greenhouse or window. Orchid-like blossoms. Bloom 8 months after sowing, bearing many curious flowers, spotted and blotched in a most unique manner. PKT., 15c.



**FERNOLA**—The finest plant food for ferns and house plants. See inside back cover.  
PKG. 13c, 2 FOR 25c, POSTPAID

## General List—Flower Seeds

On the next few pages you will find my general list of flower seeds, including all the old garden favorites. If there are any of your favorites which you do not find here please look in the front part of the catalogue or in the perennial section on pages 27 to 30. My new 1931 novelties are in the first three pages.

### ABRONIA

Rosy-lilac, good for rock work or hanging basket. PKT., 6c.

### ABUTILON

Flowering maple. New hybrids; often give new kinds. PKT., 10c.

### ACHILLEA

Hardy perennial—see page 28.

### ACONITUM

Hardy perennial—see page 28.

### AGERATUM

Blue perfection. Dwarf blue. PKT., 8c.

### ALYSSUM

Sweet White. For cutting. PKT., 6c.  
Lilac Queen. Dwarf lilac. PKT., 6c.  
Carpet of Snow. See p. 19.

### AMARANTHUS

Splendid for tall effects. PKT., 6c.

### AQUILEGIA

Columbine-perennial—page 29.

### ARCTOTIS GRANDIS

African lilac daisy. PKT. 6c.

### ASPARAGUS

Fine for house—See page 22.

### ASPERULA AZUREA

Bright blue. Sweet scent. PKT., 6c.

### ARABIS

Perennial—see page 28.

### ARMERIA

Perennial—see page 28.

### ASTERS

Many special kinds—pages 1, 3, 5, 6, 7.

### BALSAM

Double prize mixed. Very fine. PKT., 6c.

### BALLOON VINE

(Love-in-a-puff). White. PKT. 8c.

### BARTONIA

Aurea. Gold yellow. Sweet scent. PKT., 8c.

### BEGONIA

Fine for pot plants—see page 22.

### BOSTON IVY

See climbers on page 20.

### BACHELOR BUTTONS

Improved Double—page 18.

### BULBS

See inside back cover.

### CALCEOLARIA

House plant—see page 22.

### CALENDULA

See pages 19 and 26.

### CALLIOPSIS

Dwarf mixed. Fine for edging. PKT. 5c.  
Tall mixed. Single and double. PKT. 5c.

### CAMPANULA

or Canterbury Bell—page 27.

### CANNAS

Prize mixture. Red & green leaved. PKT., 6c.

### CANDYTUFT

Rose cardinal. Crimson. PKT., 6c.  
Giant hyacinth. White. PKT., 10c.  
Special mixture. PKT., 5c.  
Hardy perennial—see page 28.

### CARDINAL CLIMBER

See page 20.

### CARNATION

Special mixed. PKT., 5c. See also p. 2.

### CENTAUREA IMPERIALIS

Sweet Sultan. PKT., 8c.

### CASTOR BEAN

Mixed. Highly ornamental. PKT., 5c.

### CELOSIA

Cockscomb special mixed. PKT. 5c.

### CHRYSANTHEMUM

Fancy Japanese, mixed. PKT. 5c.

### CINERARIA

Makes fine house plant—see page 22.

### CLARKIA

Popular in Europe—see page 19.

### COBEA SCANDENS

Climber, 20 feet. Blue. PKT., 10c.

Dear Miss White:

I planted some Dahlia seed and have had a great deal of pleasure watching them grow. I think every seed came up and they are such large plants in such a short time.

Sincerely,

MRS. W. C. WHITE,  
Council Grove, Kans.

April 12, 1930.

**COLEUS**

House plant—see page 22.

**CYCLAMEN**

House plant—see page 22.

**COSMOS**

Best kinds on page 19.

**COREOPSIS**

Perennial—see page 27.

**DATURA**

Sweet Trumpet Flower. Immense funnel-shaped blossoms in white, lilac and yellow. PKT., 5c.

**DELPHINIUM**

Perennial—see page 28.

**DIANTHUS**

See page 29.

**DIDISCUS**

Blue Lace flower—see page 19.

**DAHLIA DOUBLE**

Raise Dahlias from seed. Many new varieties are obtained. PKT., 8c.

**DIGITALIS**

Perennial—see page 29.

**DAISY**

Bellis Perennis or English Daisy. Very dainty. Blooms first year. PKT., 5c.

Longfellow Daisy. Dainty rose blossoms, crimson tipped. PKT., 6c.

Snowball. Large double white. PKT., 5c.

Marguerite. Golden yellow. PKT., 5c.

Swan River. Feathery foliage and pretty star-like flowers. PKT., 5c.

**DRACAENA**

Very effective in boxes and beds. PKT., 10c.

**DUSTY MILLER**

Valuable foliage plant. PKT., 8c.

**ESCHSCHOLTZIA**

California Poppy.

Ramona. Coppery gold, pink shadings. PKT., 10c.

Double Orange. Good for cutting. PKT., 10c.

Mixed. Best kinds mixed. PKT., 5c.

**EUPHORBIA**

Snow on the mountain. PKT., 6c.

**EVERLASTINGS**

See page 17.

**FEVERFEW**

Snowball. Pure white. PKT., 6c.

Golden Ball. Yellow. Very effective, PKT., 6c.

**FERNOLA**

Plant food—see page 22.

**FLAX**

Scarlet or Pink. Very fine. PKT., 5c.

**FOUR O'CLOCK**

Marvel of Peru. Have the children plant some of these. Bright colors and sweet odor. 2-3 ft. PKT., 5c.

**FORGETMENOT**

See page 29.

**FOXGLOVE**

Digitalis—see page 29.

**GODETIA**

Satin flower. Fine for shade. PKT., 6c.

**GOURDS**

To cover unsightly corners, etc. PKT., 5c.

**GAILLARDIA**

Blanket flower—see page 26 and 28.

**GERANIUM**

See page 22.

**GILIA**

Lavender and white. Dark throat. PKT., 5c.

**GLOXINIA**

See description—page 22.

**GREVILLEA**

Fern-like, highly ornamental. PKT., 8c.

**GYPSOPHILIA**

Baby's Breath. For bouquets. PKT., 5c.

**GRASSES, ORNAMENTAL**

Very useful in border. PKT., 5c.

**HUNNEMANIA**

Bush poppy. Blooms until frost. PKT., 6c.

**HONESTY**

(Moonwort) Silver pods are good for decoration. Pleasing in garden. PKT., 6c.

**HELIOTROPE**

Attractive shades mixed. PKT., 8c.

**HYACINTH BEAN**

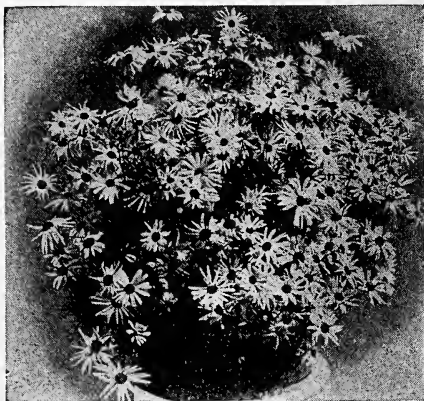
See climbers—page 20.

**HIT OR MISS**

Excellent mixture of seeds left over from last year. Most of these will germinate and give a gorgeous display of bloom. LARGE PKT., 5c; OZ., 10c.

**HOLLYHOCK**

Perennial—see page 29.



Swan River Daisy

**ICE PLANT**

A curious trailing plant. PKT., 8c.

**JAPANESE KUDZU VINE**

See page 20.

**KOCHIA**

Mexican fireplant. Decorative. PKT., 5c.

**LANTANA**

Fine for beds and borders. PKT., 8c.

**LARKSPUR**

See pages 1, 18, 28.

**LAVATERA**

Improved annual mallow. PKT., 5c.

**LINARIA**

Very pretty. Resembles snapdragon. PKT. 10c.

**LOBELIA**

Effective for edging, porch box, etc., PKT. 8c.

**LUPINS**

Valuable where tall effects are desired. PKT., 6c.

**MARIGOLD**

African Orange Ball. Golden orange, PKT., 5c.

African Lemon Ball. Soft lemon yellow. PKT., 5c.

Legion of Honor. Dwarf golden yellow. PKT., 5c.

**MIGNONETTE**

Fragrant and fine for cutting. Mixed. PKT., 5c.

**MIMULUS**

Attractive novelty—see page 19.

**MOONFLOWER**

Improved Early Giant White. PKT., 8c.

Improved Early Giant Pink. PKT., 8c.

**MORNING GLORY**

Best kinds on page 20.

**NASTURTIUM**

DWARF VARIETIES: PKT., 5c.

Spotted King—Yellow, spotted red.

Aurora—Terra Cotta.

Empress of India—Dark scarlet.

Crystal Palace—Sulphur, spotted red.

Pearl—Light cream.

Golden Queen—Golden yellow.

King Theodore—Velvety maroon.

Vesuvius—Salmon pink.

SPECIAL DWARF MIXTURE. As rich and varied assortment as any mixture ever offered. PKT., 5c; ½ OZ., 10c; OZ., 15c; ¼ LB., 45c.

TALL VARIETIES: PKT., 5c.

Giant of Battle—Yellow, blotched red.

Jupiter—Best golden yellow.

King of Blacks—Dark maroon.

Moonlight—Light cream yellow.

Fimbriata—Fringed varieties.

Twilight—Rose or salmon rose.

SPECIAL TALL MIXTURE, including the varieties above listed and many others. Uncolled. PKT., 5c; ½ OZ., 10c; OZ., 15c; ¼ LB., 45c.

**NICOTIANA**

Affinis. Sweet scented tobacco plant. PKT., 5c. Mixed. Best popular kind. PKT., 5c.

**NOLANA**

Little Bells. Trailing plant. PKT., 5c.

**NIGELLA**

"Love in a mist" or "Ragged Lady." Blue Violet. PKT., 5c.

**OENOTHERA**

Evening primrose. Good for sunny places in the rocky or border. Yellow and white flowers mixed. PKT., 6c.

**ORIENTAL POPPY**

See page 28.

**ORNAMENTAL PEPPERS**

Small fruited peppers. Ornamental and useful for seasoning. Mixture of best kinds. PKT., 5c.

**PANSIES**

Many fine kinds on page 13.

**PENSTEMON**

Perennial—see page 27.

**PERILLA**

A coleus like decorative plant. PKT., 5c.

**PHLOX**

Many special colors—see page 11.

**PERENNIALS**

of all kinds—see pages 27-30.

**PETUNIAS**

Many choice kinds—pages 2 and 15.

**PINKS**

Fireball. Dark blood red. New.

Snowdrift. Large double white.

Eastern Queen. Marbled, Rose-white.

Double Diadem. Large fringed.

Giant Heddwigi. Single mixed.

Scotch or Grass Pinks. Perpetual bloomer.

Exquisite colors with velvet red eye. Clover-like odor. PKT., 12c.

Special Mixture. Best kinds including above, except Scotch.

EACH OF THE ABOVE PINKS, PKT., 5c

EXCEPT SCOTCH

**POLYANTHA**

Also called Baby Rose or Little Midget. Clusters of rose-like flowers. PKT., 8c.



Ornamental Peppers

**POPPY**

See pages 2, 16 and 28.

**PORTULACA**

See page 19.

**PRIMULA**

See page 22.

**RAINBOW CORN**

Leaves are veined and striped. Improved strain. Very decorative. PKT., 5c.

**SANVITALIA**

A gem for rock gardens. Double yellow. PKT., 15c.

**SALPIGLOSSIS**

Petals beautifully penciled. Wide range of colors. 1 to 2 feet. PKT., 5c.

**SALVIA**

America. Scarlet sage. Very striking. PKT., 8c.

**BONFIRE**

See page 11.



Salvia

**SCABIOSA**

Mourning Bride—see page 16 and 18.

**SCARLET RUNNER BEANS**

Scarlet flowers—see page 20.

**SCHIZANTHUS**

or Butterfly flower—see page 19.

**SENSITIVE PLANT**

Closes its leaves at the slightest touch. Very interesting for children. PKT., 5c.

**SMILAX**

Valuable decorative climber. PKT., 5c.

**SNAPDRAGONS**

Best varieties on page 21.

**STOCKS**

Dresden Perpetual. (Cut and come again)  
Rose. Very pretty. PKT., 5c.  
Dwarf Early Mixed. Bloom early, PKT., 5c.  
See also page 17.  
Special Mixed. Best types and colors, PKT., 5c.

**STOKESIA**

Cornflower. Aster. Many colors. PKT., 5c.

**SUNFLOWERS**

Chrysanthemum flowered. Magnificent flowers. Double. PKT., 5c.  
Special Mixed. All colors. PKT., 5c.  
New Red Sunflowers. Very unique. Many shades of red. PKT., 10c.  
New Rainbow Sunflower. Obtained by blending three distinct types. All colors. PKT., 8c.  
Maroon Prince. See back cover.

**SWEET PEAS**

See page 12.

**SWEET WILLIAM**

See page 29.

**TAGETES**

Miniature Marigolds. PKT., 5c.

**TRITOMA**

Red hot poker plants. Scarlet spikes rivaling the Canna in brilliance. PKT., 8c.

**VERBENA**

Many good varieties on page 18.

**VINCA VINE**

Good for window boxes. PKT., 5c.

**WILD CUCUMBER VINE**

Will grow anywhere. PKT., 5c.

**ZINNIAS**

See pages 1, 2, 3, 9, 10, 11.

**LARGE FLOWERING NOVELTIES****CALENDULA, ORANGE KING (True Strain)**

Double, dark orange red, dark center, a very select strain grown with greatest care for our customers. The plants in the open ground attain a growth of 18 inches high and produce magnificent blossoms  $3\frac{1}{2}$  inches in diameter. PER PKT., 10c; 3 FOR 25c.

**GAILLARDIA (The Dazzler)**

We offer here a reselected strain of a giant perennial Gaillardia, which is now becoming very popular. The flowers are very large, of dark, rich red with a bright orange tip on the end of each petal, making it a very attractive flower for florists and for table decoration. This strain has been selected for the length and strength of the stems and we highly recommend this. By far the largest and most attractive Giant Red Gaillardia on the market today. PKT., 15c.

# Emma V. White's

## Perennials

Your garden is not complete without liberal planting of perennials. For permanence and natural beauty they cannot be excelled. Remember that a planting of perennials is an investment that cannot be charged against one season as they remain in the ground for years.

### CAMPANULA (CANTERBURY BELL)

This important flower deserves a place in every perennial border and are charming in rock gardens. Plants are compact and range as a rule from 18 to 24 inches in height. The Cup and Saucer is a showy strain, the blooms resembling a cup and saucer. A single plant of this variety has been known to produce a hundred blooms. *Persicifolia* is one of the hardiest of the family and *Pyramidalis* is the taller growing species. *Carpatica* is perhaps the best of the family for rock gardens or borders, growing only about eight inches high.

CAMPANULA (Cup and Saucer) Mixed. PACKET 400 SEEDS, 10c; 1-16 OZ., 20c.

CAMPANULA (Old-fashioned Canterbury Bells) PACKET, 10c; 1-16 OZ., 15c

Medium Pink Medium Blue Medium White Medium Mixed

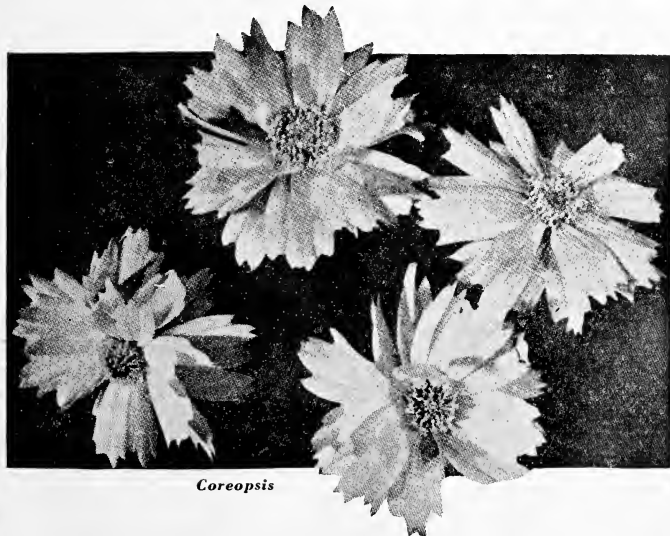
CAMPANULA *PERSICIFOLIA*. Blue. PKT., 10c; 1-16 OZ., 30c.

CAMPANULA *PYRAMIDALIS*. Blue and white. PKT., 10c; 1-16 OZ., 30c.

CAMPANULA *CARPATICA*. Hare-Bell. Clear Blue. PKT., 10c; OZ., 30c.

### SHASTA DAISY—ALASKA

This improved strain of Burbanks Shasta Daisy is produced from the finest strains in existence, which means that the flowers are very large with long petals and small centers. During July and August the plants are covered with big white yellow centered daisies. They make a fine display, even in poor soils, blooming throughout the summer, Grows 2 to 3 feet tall. PKT., 10c.



*Coreopsis*

### COREOPSIS

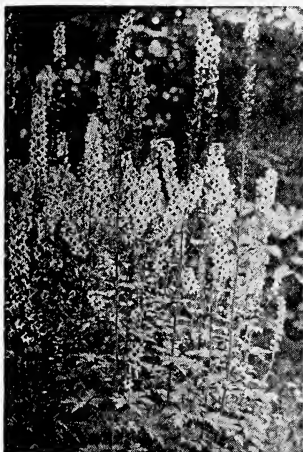
Clear golden yellow daisy shaped blossoms with long stems that make it an excellent cut flower. Hardy and a very robust grower. PKT., 10c; 1/8 OZ., 25c.

### PENSTEMON

LARGE FLOWERING HYBRIDS MIXED. A fine large flowering mixture. They are good planted in groups, and give a brilliant color effect in one's garden. They are about two feet in height, blooming profusely. PKT., 10c; 1-16 OZ., 25c.

## Delphinium (Perennial Larkspur)

Few plants are so handsome in the garden as the perennial larkspurs. The most important species in cultivation are the tall hybrids of which there are many varieties with a wonderful range of color, varying from the palest lavender through every shade of blue to deep indigo. They thrive in almost any situation and are easily increased, being perfectly hardy. All varieties, Pkt. 10c, 1-16 oz., 40c.



*Delphinium*

**DELPHINIUM BELLAMOSUM.** The best variety of the dark blue delphiniums, with intensely rich coloring.

**BELLADONNA.** Exquisite shade of light blue, thickly set on long and sturdy spikes. Very pretty.

**GOLD MEDAL HYBRIDS.** An excellent range of all the characteristic colors. Seeds saved from selected plants.

**HOLLYHOCK STRAIN.** This striking type introduced by us as a novelty in 1929 is the result of several years of painstaking reselection and is a fine mixture of all light shades, pale clear blue predominating. Flowers are large, truly double and well placed on long spikes reminding one of a hollyhock.

**DELPHINIUM CARDINALE (Red Perennial Larkspur).** An unusual Delphinium growing 3 feet high. The orchid-like flowers are a brilliant scarlet in color. One of the most brilliant and effective varieties. PER PKT., 20c.

## IMPROVED ORIENTAL POPPY

For gorgeous coloring and display the Orientale poppies have few rivals among hardy plants. A magnificent effect is produced by planting shruberies and perennial borders. By cutting the flowers while they are in bud they last well as cut flowers.

**ORIENTALE.** This is the most showy of all perennial poppies. Immense scarlet red flowers borne profusely during late May and June. Plants grow 2 to 3 feet tall and flower very freely. PKT., 10c;  $\frac{1}{8}$  OZ., 30c.

## ACHILLEA

**THE PEARL.** Popular perennial of pure white double flowers. Good for floral pieces or bouquets and for cemetery planting. Height,  $1\frac{1}{2}$  feet. PKT., 10c; 1-16 OZ., 25c.

## ACONITUM

**FISHERI (Monkshood).** Large, porcelain blue hood-shaped flowers valuable for borders and cutting. 2 feet. PKT., 10c; 1-16 OZ., 25c.

## HARDY CANDYTUFT

**GIBALTARICA.** Large showy flowers; lilac shading to white. 1 to 2 feet; blooms April and May. PKT., 10c; 1-16 OZ., 60c.

## ARABIS

Early flowering and hardy, having an abundance of snowy white blossoms. Commonly known as Rock Cress. PKT., 10c;  $\frac{1}{8}$  OZ., 20c.

## ARMERIA

**FORMOSA.** The Cliff Rose. Thrives in crevices and crannies of rock. Resembles a deep green moss and keeps green all through the winter. PKT., 10c;  $\frac{1}{8}$  OZ., 25c.



*Oriental Poppy*

## GAILLARDIA

**THE BLANKET FLOWER.** Resembling a daisy but of very large size and very showy. Excellent for cutting and very easily grown. Deserves a place in every garden. PKT., 10c;  $\frac{1}{8}$  OZ., 15c.



## AQUILEGIA (Columbine)

Popular hardy perennials producing graceful spurred flowers on stems 2 feet or more above the beautiful dark green foliage. Easily grown from the seed. PKT., 10c; 1-16 OZ., 40c.

CHRYSANTHA. Long spurred golden yellow.

CHRYSANTHA ALBA. Large pure white.

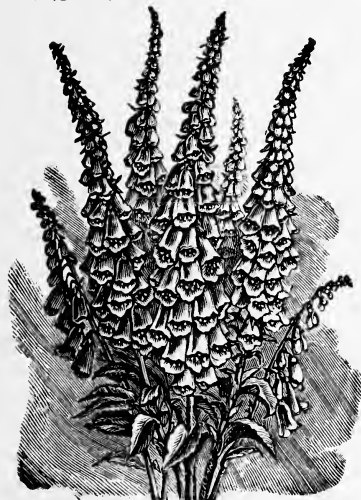
COERULIA, HYBRIDS (Rocky Mountain Columbine). Blue and pink mixed with yellow.

JAETSCHAUL. Yellow with red tip.

SKINNERI. Large scarlet, extra fine.

COLLECTION. One full packet each of five colors, 40c.

LONG SPURRED COLUMBINES. Mixed splendid large flowering, long spurred varieties. If not allowed to seed these sorts will bloom through a good part of the summer. PKT., 10c; 1/8 OZ., 40c.



*Foxglove*

## DIANTHUS

HARDY GARDEN PINKS. Charming summer flowering border plants more or less fragrant; should be planted in every garden. PKT., 10c; 1/4 OZ., 25c.

PLUMARIUS (Scotch Pinks, Pheasant's Eye, Grass Pinks). Pretty fringed, single flowers of various colors. PKT., 10c; 1/8 OZ., 25c.

SWEET WILLIAM (Dianthus Barbatus). A well-known, free-flowering, hardy perennial, producing a splendid effect in beds, mixed flower and shrubby borders. 2 feet. PKT., 10c; 7/8 OZ., 25c.

## HOLLYHOCK

Constant experimenting by hybridizations and selections has secured flowers of extreme size and fulness, unsurpassed in beauty and variety of colors. Many are rosette-shaped and all will please the most fastidious. PKT., 10c; 1/4 OZ., 75c.

DOUBLE, PINK, RED, MAROON, ROSE, CRIMSON, WHITE AND YELLOW. Separate, each PKT., 40 SEEDS.

SPECIAL DOUBLE MIXED. My special mixture of the above named and other English Prize Hollyhocks, all of the choicest double sorts grown. PKT., 50 SEEDS, 10c; 1/4 OZ., 60c.

SINGLE MIXED. PKT., 10c; 1/4 OZ., 70c.

## FORGET-ME-NOT

MYSOTIS. Most desirable sorts in varying shades of blue, some early, some late. Many will bloom the first year. Height, 6 in. PKT., 10c; 1-16 OZ., 20c.

## DIGITALIS

FOXGLOVE. Easily grown from seeds and fine for partially shaded places. Covered with thimble shaped flowers in many beautiful colors. Height, 3 to 5 feet. Splendid mixture. PKT., 10c; 1-16 OZ., 25c.

## PHLOX

HYBRIDA. These seeds are from named varieties. The plants attaining a height of about four feet and in many colors. PKT., 10c; 1/8 OZ., 25c.

## TWO NEW PERENNIAL SCABIOSAS on Page 16

ADONIS. Early flowering. Covered with large yellow blossoms.

AGROSTEMMA. Rose of Heaven. Flowers are light rose shaded white.

ANEMONE. Coronaria. Hardy plants, fine for permanent borders. Height 10 inches.

ANTHEMIS. Golden Marguerite. Golden yellow daisy-like flowers. Very hardy.

ASTERS, PERENNIAL. Colors purple and white and are very attractive.

AUBRETIA, HYBRIDA. Large flowers. White, red and blue shades mixed.

BOLTONIA. Resembles Perennial Aster. Pink and white mixed.

BOCCONIA. Plume Poppy. Creamy white blooms.

CERASTIUM or Grasswort. Creeping perennial, gray leaves with white flowers.

FLAX. Perennial varieties mixed. Blue and white and very charming.

GYPSOPHILIA. Baby's Breath. Extensively used for decorating. 1 1/2 feet.

HIBISCUS. Marshmallow Marvels. Large profuse blooms—pink, red, white.

LYCHNIS. Chalcedonica. Scarlet perennial of easy culture. Blooms first year.

LUPINS. Reaches height of two feet with beautiful flower spikes.

LATHYRUS. Perennial sweet pea. Succeed in most any soil. All colors.

MALVA. Muskmalloes. Sweet scented flowers of a rose and white shade.

PLATYCODON. Japanese bell flower. Low growing and can be used for borders.

RUDBECKIA. The purple cone flower. Blooms all summer in the form of daisies.

SALVIA. Mixture of Farinacea and Argentea. Lavender blue and whitish flower.

STATICE. Sea Lavender. Used for bouquets, similar to Baby's breath.

SWEET ROCKET. Hesperis. Panicles of white and lilac colored flowers mixed.

SWEET WILLIAM. Very showy with wide color range. Good for border work.

VALERIANA. Large flowers, bright red and of spicy fragrance. Two feet.

PRICES ON ALL OF THE ABOVE ARE 10c PER PACKET.

# Reliable Vegetable Seeds

## ASPARAGUS

Palmetto. Pkt., 5c;  $\frac{1}{4}$  lb., 30c; lb., \$1.00.

## BEANS

Dwarf Wax Varieties:

Improved Golden Wax, Pkt., 5c;  $\frac{1}{4}$  lb., 15c; lb., 45c.

Green Pod Varieties:

Stringless Green Pod. Pkt., 10c;  $\frac{1}{4}$  lb., 15c; lb., 45c.

Pole Beans:

Kentucky Wonder. Pkt., 5c;  $\frac{1}{4}$  lb., 15c; lb., 35c.

## BEETS (Table)

Crosby's Egyptian. Pkt., 5c;  $\frac{1}{4}$  lb., 30c; lb., 90c.

Detroit Dark Red. Pkt., 5c;  $\frac{1}{4}$  lb., 30c; lb., 90c.

## CABBAGE

Copenhagen Market. Pkt., 5c;  $\frac{1}{4}$  lb., \$1.50; lb., \$5.00.

## CARROTS

Chantenay (Novelty):

Danver's half Long. Pkt., 5c;  $\frac{1}{4}$  lb., 30c; lb., \$1.00.

## CAULIFLOWER

DANISH GIANT (or Dry Weather). Pkt., 20c;  $\frac{1}{4}$  lb., \$7.50; lb., \$24.00.

## CUCUMBERS

Boston Pickling. Pkt., 5c;  $\frac{1}{4}$  lb., 50c; lb., \$1.50.

Davis Perfect. Pkt., 5c;  $\frac{1}{4}$  lb., 75c; lb., \$2.00.

Extra Long. Pkt., 5c;  $\frac{1}{4}$  lb., 55c; lb., \$1.75.

## KOHLRABI

Early White Vienna. Pkt., 5c;  $\frac{1}{4}$  lb., 75c; lb., \$2.50.

## LETTUCE

Heading Varieties:

Big Boston. Pkt., 5c;  $\frac{1}{4}$  lb., 75c; lb., \$2.50.

New York. Pkt., 5c;  $\frac{1}{4}$  lb., \$1.00; lb., \$3.50.

Prizehead. Pkt., 5c;  $\frac{1}{4}$  lb., 65c; lb., \$2.00.

Loose Leaf Lettuce:

Grand Rapids. Pkt., 5c;  $\frac{1}{4}$  lb., 65c; lb., \$2.00.

Simpson Black Seeded. Pkt., 5c;  $\frac{1}{4}$  lb., 65c; lb., \$2.00.

## PEAS

Little Marvel. Pkt., 5c;  $\frac{1}{4}$  lb., 20c; lb., 55c.

Peter Pan. Pkt., 5c;  $\frac{1}{4}$  lb., 20c; lb., 55c.

Main and Late Crop Peas:

Melting Sugar Peas. Pkt., 10c;  $\frac{1}{4}$  lb., 25c; lb., 60c.

Telephone. Pkt., 5c;  $\frac{1}{4}$  lb., 20c; lb., 55c.

## PEPPERS

Large Bell or Bull Nose. Pkt., 5c;  $\frac{1}{4}$  lb., \$1.75.

## RADISH

Early Scarlet Globe. Pkt., 5c;  $\frac{1}{4}$  lb., 35c; lb., \$1.25.

French Breakfast. Pkt., 10c;  $\frac{1}{4}$  lb., 35c; lb., 75c.

Icicle. Pkt., 5c;  $\frac{1}{4}$  lb., 30c; lb., \$1.00.

Sparkler. Pkt., 5c;  $\frac{1}{4}$  lb., 30c; lb., \$1.00.

## RUTABAGAS

American Purple Top. Pkt., 5c;  $\frac{1}{4}$  lb., 25c; lb., 75c.

## SALSIFY

Sandwich Island. Pkt., 5c;  $\frac{1}{4}$  lb., 60c.

## SQUASH

Hubbard Warted. Pkt., 5c;  $\frac{1}{4}$  lb., 45c; lb., \$1.50.

Summer Crooked Neck. Pkt., 5c;  $\frac{1}{4}$  lb., 45; lb., \$1.50.

## SPINACH

Long Season. Pkt., 5c;  $\frac{1}{4}$  lb., 15c; lb., 50c.

## SWEET CORN

Banton Evergreen. Pkt., 5c;  $\frac{1}{4}$  lb., 15c; lb., 40c.

Early Dow. Pkt., 5c;  $\frac{1}{4}$  lb., 15c; lb., 40c.

Golden Bantam. Pkt., 5c;  $\frac{1}{4}$  lb., 15c; lb., 40c.

## ONION SEED

Large Red Wethersfield. Pkt., 5c;  $\frac{1}{4}$  lb., 60c; lb., \$2.00.

Prizetaker. Pkt., 5c;  $\frac{1}{4}$  lb., 75c; lb., \$2.25.

Southport White Globe. Pkt., 5c;  $\frac{1}{4}$  lb., 90c; lb., \$3.00.

## MUSKMELONS

Extra Early Osage. Pkt., 5c;  $\frac{1}{4}$  lb., 65c; lb., \$2.00.

## PARSLEY

Champion Moss Curled. Pkt., 5c;  $\frac{1}{4}$  lb., 35c.

## PARSNIPS

Hollow Crown. Pkt., 5c;  $\frac{1}{4}$  lb., 30c; lb., \$1.00.

## SWISS CHARD

Lucullus. Pkt., 5c; lb., 90c.

## TOMATOES—RED

Avon, Early. Pkt., 15c;  $\frac{1}{4}$  lb., \$2.75.

Earliana. Pkt., 5c;  $\frac{1}{4}$  lb., \$1.00.

John Baer. Pkt., 10c;  $\frac{1}{4}$  lb., \$1.50.

## WATERMELON

Kleckley Sweet. Pkt., 5c;  $\frac{1}{4}$  lb., 40c; lb., \$1.15.

## HERBS

Dill. Pkt., 5c;  $\frac{1}{4}$  lb., 40c.

Sage. Pkt., 5c;  $\frac{1}{4}$  lb., \$1.50.



Beet  
Detroit Dark Red





# Gladioli Bulbs

Every flower lover should have at least 50 Gladioli bulbs in their garden. No flower grown makes a more excellent one for cut flowers, not only from the standpoint of being good keepers, but also for the fact that its numerous spikes make a most gorgeous color spectacle. We have selected the best kinds and offer them to you in mixture at a low price.

**RAINBOW MIXTURE GLADIOLI BULBS**  
(Many colors). Six bulbs, 30c; Doz., 55;  
Hundred \$3.75.

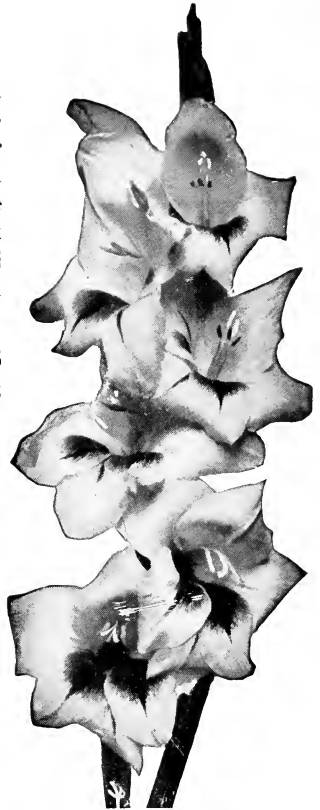
## PREMIUMS

With every 25c of your order select one 5 or 6 packet flower seed free.

**WHEN ORDER AMOUNTS TO \$2.00**—Select in addition one dozen Rainbow collection Gladioli bulbs, full blooming size, consisting of almost every known color.

**WHEN ORDER AMOUNTS TO \$3.00**—Select in addition one dozen Exhibition collection Darwin Tulips consisting of only the best varieties and colors.

**WHEN ORDER AMOUNTS TO \$5.00**—Select in addition one dozen each of Darwin Tulips and Gladioli or Two dozen of either. Gladioli sent in May; Tulips in September. Be sure to ask for premiums on order.



FERNOLA is unexcelled as a stimulant and plant food for ferns and houseplants. It restores failing ferns and plants to health, growth and color. EASY TO APPLY. Simply mix one tea-spoonful in a cup of water and apply to the soil.

*Luxuriant Blooms  
Vigorous Growth  
Healthy Color*

Price: Trial Pkg., 13c, postpaid, 2 for 25c; Large pkg., 75c, postpaid.



### **Helianthus (*Sunflower*) Maroon Prince**

A most beautiful and unique sunflower and is unquestionably the finest Red Sunflower on the market today. It is a dwarf growing strain and is a true maroon in color. We will guarantee that anyone who adds Maroon Prince to their Sunflower collection will be more than pleased.

Generous packet, 15c; oz., \$1.00.